

Walking Program Business Plan*

Goal:

- Improve the health and productivity of the Department of Army civilian staff through simple lifestyle changes.
 - Take 2000 more steps (about 1 mile) a day.
 - Eat 100 fewer calories a day.

Background:

The eating and physical activity patterns of many Americans have made us the most overweight nation in the world. More than 60% of American adults do not get the recommended 30 minutes of physical activity a day and only 23% eat the recommended 5-A-Day fruits and vegetables. Most people recognize the need to improve their health habits, but are often overwhelmed by complicated, time consuming diet and fitness programs which are perceived as unattainable. Starting with small steps which can demonstrate measurable results will encourage continued lifestyle change. Worksites, with the support of co-workers, provide an opportune setting to encourage healthy behaviors.

Process:

- 1) Offer program to 50 DA civilian employees (1st come - 1st served)
- 2) Publicize program via Outlook/PAO.
- 3) Hold a “kick off” Lunch and Learn registration session in the Patriot Auditorium
 - Brief participants on the program goals:
 - Increasing steps
 - Increasing water consumption
 - Eat at least 5-A-Day fruits and vegetables
 - Schedule individual health screening in coordination with CH Section.
- 4) After completion of health screening,
 - Issue pedometers
 - Obtain written commitment to complete 12 week program and required periodic follow-up
- 5) Week 1 of Program:
 - Review use of pedometer and ask participants to determine step baseline.
 - Provide instruction on goal calculation and available support resources.
- 6) Establish periodic follow-up/screening to track progress in program.
- 7) Expand/enhance program as needed with organized events, activities, lectures, lunch and learn sessions, etc.
- 8) The group administrator will initially log steps from weekly progress sheets and periodically publish how far participants have walked, i.e. “to Iraq and back”
- 9) Publicize program successes/testimonials in installation newspaper, radio and TV, hospital newsletter, via PAO

- 10) Map out distances from various points throughout hospital building, parking lot and grounds and publish for participants.
- 11) Market continued commitment through “Point of Decision Prompts”, posters, bulletin boards, emails etc.
- 12) Plan specific events around national observances such as “National America on the Move Day, 5 November 04” and National Employee Health and Fitness Day.
- 13) At the end of the 12 week program, hold awards program to recognize program participation. Invite installation and hospital commanders to participate in the ceremony. Distribute small incentives at that time.

*Adapted from the Walking Program, Winn Army Community Hospital, Fort Stewart, Georgia.